

Review & Modifications to Principles

Results Include the Principles MOST Discussed: Groups selected the top five principles and suggested modifications. In the second part, groups could either select additional principles to review and modify, or make recommendations on additional principles; only one group listed a new principle.

Results by Principle

1. Safe Community (Tie #1)
2. Superior Mobility (Tie #1)
3. Outstanding Cultural Arts, Educational & Recreational Opportunities (Tie #2)
4. Regional Business Center of Excellence (Tie #2)
5. Balanced Development & Redevelopment

Summary

- “Safe Community” (Principle A) and “Superior Mobility” (Principle G) were ranked the highest; significant suggested revisions include:
 - ~ Principle A: (1) Changing the scope of comparison cities to similar cities nation-wide, and (2) Adding a statement that strong building standards are important to overall safety within the city.
 - ~ Principle G: the groups seemed supportive of improving mobility within Sugar Land and establishing connections to the Houston region; clear feedback was provided, however, that the community does not want to be a part of METRO.
- “Outstanding Cultural Arts, Educational & Recreational Opportunities” (Principle H) and “Regional Business Center of Excellence” (Principle I) were ranked the second highest.
 - ~ Principle H: Groups focused on several topics: (1) Debating whether or not the City has a role in education, (2) Expressing general support for more higher education options and adult education options, and (3) Confirming the goal of being a destination for the region in terms of performing arts center, sports, and cultural opportunities.
 - ~ Principle I: Changes included: (1) Listing R&D as a targeted business type and linking it to UH, (2) Discussing if the airport should include commercial service, though the majority felt it should remain corporate, and (3) Considering the addition of limited service hotels.
- The fifth top principle was “Balanced Development and Redevelopment” (Principle J). The most significant recommended change was to consider a change in our commercial/ residential balance from 70/30 to a ratio allowing more commercial.

Vision 2025

Guiding Principles

PRINCIPLE A

SAFE COMMUNITY

► Means

1. **People feeling safe, secure and comfortable at home, in the neighborhood, at the parks, (Table 4: “commercial areas,”) and around (Table 10: Change “around” to “throughout”) the community**
2. **Lowest crime rate in the Houston Metro Area (Table 3: Change “in the Houston Metro Area” to “among comparable cities in the nation”) (Table 4: Change “in the Houston Metro Area” to “nation” (Means comparison among similar cities nation-wide)) (Table 11: Change to “Lowest crime rate in the gulf coast region and ranked top 5 in the nation for comparable cities”) (Table 13: “...and among cities of similar size nation-wide”) with the highest possible clearance rate (Table 9: Use layman’s term (Re: clearance rate))**
3. **Rapid (Table 4: “..., coordinated” (e.g. Coordinating with area municipalities)) and professional response to an emergency call for service**
4. **Educated (Table 10: Delete “Educated” and replace with “Informed through City’s efforts”) citizens (Table 4: “of all ages (Educating students; more age diversity in CAST, etc.) and neighborhoods”) participating in and taking responsibility for community safety and emergency preparedness (Table 9: More citizen’s police and fire academies (replace ‘educated’ with ‘informed’ – implies not educated))**
5. **City prepared for all hazards, disaster and post disaster recovery (Table 2: ...through coordination with local, regional and state resources.)**

Table 1: Add “Police being responsive and respectful of residents in all situations.

Table 2: Add “Crime deterrence through highly visible law enforcement.”

Table 3: Add “Building codes promoting highest reasonable standards for safety.”

Table 5: Add “Stay current or up to date with latest technology (all facets).”

Table 6: Add “Utilizing the latest technology to enhance safety and communication / law enforcement / etc. (ex. License plate recognition software and social media).”

Table 6: Add “Enhance citizen participation in emergency preparedness and response.”

Table 7: Add “ Safe drinking water.”

Table 8: Add “Heighten awareness of external influences.” (What is going on in surrounding cities that could impact SL)

Table 13: Add “Multilingual emergency notification / response.”

PRINCIPLE B

BEAUTIFUL COMMUNITY

► Means

1. **Attractive, well-designed and well-maintained public buildings, streetscapes incorporating gateways, public spaces and public art throughout the city**
2. **Attractive, well-designed and well-maintained commercial areas and buildings, including beautiful landscapes** (Table 13: "..., seasonal flowers,") **and appropriate signage** (Table 13: "..., including screening of building equipment.")
3. **Attractive, well-maintained homes**
4. **Brazos River as a beautiful community and regional asset for public enjoyment**
5. **Clean and orderly city, neighborhoods and rights of way**
6. **Properly maintained** (Table 13: Change " Properly maintained" to "Attractive, well-designed and well-maintained") **green open spaces throughout the city** (Table 13: "..., including beautiful landscapes, seasonal flowers and appropriate signage.")
7. **Clean, well-maintained lakes and waterways that are publically accessible**

Table 11: Add "Regulation to restrict overhead power lines."

Table 13: Add "Branding through street signage."

Table 7: Reviewed Principle B and had no changes.

Table 10: Reviewed Principle B and had no changes.

Table 1: Round II – Combine Principles B & D (Environmentally Responsible Community): "Beautiful, Environmentally Responsible Community"

- Omit B – 3, 4, and 6 (#3 is the role of HOAs)
- Omit D – 2 and 6
- Add: established community gardens throughout the city
- D-12: Add a reporting component to air quality and ozone monitoring

PRINCIPLE C

INCLUSIVE COMMUNITY

► Means

1. **Celebrating America: 4th of July, Veteran's Day, Memorial Day, flying the flag** (Table 13: Add "and Thanksgiving")
2. **Community respecting and celebrating the history and heritage of Sugar Land and Texas**
3. **All family generations and cultures feeling welcome and having fun**
4. **Support for the faith community**
5. **Celebrating the unique international and inter-cultural community that we have become**
6. **Residents informed, actively involved and participating in community and civic affairs**

Table 12: Reviewed Principle C and had no changes.

Table 7: Round II – Combine Principles C & K (Community Pride in Sugar Land): “Community Pride and Involvement in Sugar Land”

- Add – Continue accessible and responsible government.
- Add – Developing and cultivating the next generation of Sugar Land residents.

PRINCIPLE D

ENVIRONMENTALLY RESPONSIBLE COMMUNITY

Table 8: Change title to “Green”

► Means

1. **Preservation of the Brazos River as a unique asset for public use and enjoyment**
2. **Open green spaces throughout the city** (Table 1: Omit)
3. **Neighborhoods and developments/redevelopments designed with the environment in mind**
4. **Effective stormwater management and drainage system enhancing quality of surface water and protecting neighborhoods**
5. **Quality wastewater treatment system**
6. **Preservation and public access to lakes, ponds and waterways** (Table 1: Omit) (Table 2: “Convenient, attractive public access for recreational use of waterways” (Visible, attractive access to encourage use)) (Table 8: Add “make better utilization of natural resources” (Ex. Using Brazos River for mobility; as an additional mode of transportation)) (Table 12: Add “public” before lakes)
7. **Convenient, easy recycling system** (Table 2: Add “...with incentives.”) (Table 12: includes more options, “state of the art system”)
8. **Community education and opportunities for residents’ participation in environmental stewardship**
9. **Development codes and building standards reflecting environmental sustainability** (Table 8: Add “encourage business and residence to go green” (Encourage LEED certified development; incentives for developing green buildings/sites))
10. **Water conservation and appropriate use of xeriscaping and water reuses**
11. **Environmentally responsible businesses attracted to and retained in Sugar Land**
12. **Air quality and ozone through public education and consideration** (Table 1: Add a reporting component to air quality and ozone monitoring) (Table 12: Begin item with “Improve”)
13. **Reduced energy consumption and increased use of renewable resources**
14. **City as a leader – model for standards, processes and operations**
15. **Reasonable approach and balance with a “return on investments” – economic and/or community benefit**

Table 7: Reviewed Principle D and had no changes.

Table 9: Reviewed Principle D and had no changes.

Table 13: Reviewed Principle D and had no changes.

Table 1: Round II – Combine Principles D & B (Beautiful Community): “Beautiful, Environmentally Responsible Community”

- Add – Established community gardens throughout the city.

PRINCIPLE E

DESTINATION ACTIVITY CENTERS

► Means

1. **Defined image and reputation – a sense of place** (Table 11: Omit)
2. **Variety of unique quality features that define each activity center**
3. **Designed for easy multimodal access and pedestrian friendly**
4. **Mixed use developments with commercial and multi-family residential elements** (Table 12: Remove “multi-family” (don’t want to focus, emphasize MF))
5. **Destination for residents and guests to enjoy and have fun**
6. **Activity centers connected by alternative transportation modes and trails**
7. **Opportunity to live, work and play within the activity center**
8. **Major community focal points and regional destinations** (Table 11: To take first spot, Add “...such as sport centers, cultural performing arts, etc.”)
9. **Public open space and parks for people to gather, and neighborhood community events**

Table 9: Reviewed Principle E and had no changes.

Table 7: Round II – Combine Principles E & H (Outstanding Cultural Arts, Educational and Recreational Opportunities): “Outstanding Cultural Arts, Educational, Recreational and Destination opportunities”

- No other changes

PRINCIPLE F

GREAT NEIGHBORHOODS

► Means

1. **Strong neighborhood identity and pride** (Table 10: Add respect for fellow resident (*Maintain own property so as to not have a negative effect on neighbor*))
2. **Renovated, modernized and well-maintained older housing stock** (Table 11: Change “modernized” “older” don’t like these words (*Suggested that synonyms be used*))
3. **High percentage of owner occupied homes**
4. **Well-maintained, replaced and up to date neighborhood infrastructure: streets, utilities, sidewalks, street lights and drainage**
5. **Strong, effective home owner and neighborhood associations maintaining and investing in community common areas, streetscapes and public spaces**
6. **Maintaining quality neighborhoods and buffered from or blended with adjacent commercial areas and non-residential land uses**
7. **Residents involved in and taking responsibility for making the neighborhood a great place to live and call home**

Table 3: Add “Strong neighborhood activities, i.e. sports, Nat. Night Out, etc.”

Table 6: Add “Quality and Diversity of Housing Opportunities”

Table 6: Add “Encourage and Participate in environmentally sustainable/green initiatives for developers and homeowners” (*Provide incentives*)

Table 11: Add “Adequate green space and landscaping and streetscape” (*Parks, Medians, etc.*)

Table 5: Reviewed Principle F and had no changes.

Table 9: Reviewed Principle F and had no changes.

Table 7: Round II – Combine Principles F & J (Balanced Development and Redevelopment)

- Add: #9 – Adequate green space in neighborhoods

PRINCIPLE G

SUPERIOR MOBILITY

Table 6: Change every “Effective” reference with “Superior” instead (*Effective seems to imply only doing the minimum; we want to be the best*)

► Means

1. **Effective traffic management signal system facilitating predictable, acceptable travel times within Sugar Land** (Table 2: “...corridors, and efficient crossings past major impediments.” (US59 & SH6))
2. **Effective intra-city public transportation system linking activity centers: trolley** (Table 11: “trolley (without overhead wires)”), **electric bus, monorail, water taxi** (Table 4: “...if need exists.” (*Should build because of demand, not just to build; TREK on right path; do not become member of METRO*)) (Table 6: Rephrase to read “Superior and incentivized intra-city transportation system (subsidized, affordable, etc.); give residents a reason to use it, i.e. it’s free! (*Sometimes quality of life should take precedence over financial*))
3. **North/south mobility with several corridors** (Table 11: Clarify (*This group did not want public transportation, but is okay with local trolley/shuttle service*))
4. **Interstate and U.S. highways efficiently moving traffic through and to/from Sugar Land (U.S. 59, Highway 6, 90A)**
5. **Major corporate airport for businesses and general aviation**
6. **Commuter rail serving to link Sugar Land to the Greater Houston Metro Area and Fort Bend County/Southwest with relocation of freight rail** (Table 11: Delete “Houston Metro Area” (*Do not want to encourage linking service with Houston METRO or to Houston in general*))
7. **Pedestrian-friendly community with multi use trails network for bikes and pedestrians connecting neighborhoods and the community** (Table 2: “...with safe and convenient pedestrian access to and within activity centers.” (*Links to and within centers*))
8. **Well-designed, well-maintained streets, sidewalks and multi use trails**

Table 1: Add “Commercial airline service (shuttle, intrastate).”

Table 5: Add “Adaptable traffic management / smart technology.”

Table 5: Add “Coordination of natural / national disasters (evacuation routes).”

Table 8: Add “Improve evacuation routes for hurricane preparedness.”

Table 8: Add “Improve private transportation.” (*Internal to subdivisions; carpooling to alleviate congestion; individual subdivisions have transportation options*)

Table 9: Add “Managing construction impacts to mobility.”

Table 3: Reviewed Principle G and had no changes.

Table 7: Reviewed Principle G and had no changes.

Table 10: Reviewed Principle G and had no changes.

Table 13: Reviewed Principle G and had no changes.

PRINCIPLE H

OUTSTANDING CULTURAL ARTS, EDUCATIONAL AND RECREATIONAL OPPORTUNITIES

► Means

1. Strong relationship and partnership between City of Sugar Land, schools and university
2. Parents involved in their children's education and after school activities (Table 2: Omit (NOT unanimous; 3-2 vote at table; issue was people felt this is not the City's role)) (Table 12: Yes, this is important.)
3. Top quality community and neighborhood parks with active and passive areas
4. Recreational programs for all responsive to changing recreational trends
5. Top quality education from pre-k to graduate education (Table 1: Omit (Did not believe this was the role of the City)) (Table 6: Rephrase to "..., including vocational, technical, and adult education programs in Sugar Land.") (Table 13: Change "Top Quality" to "Exemplary education.")
6. Major university campus serving residents, non-residents, and businesses with full 4 year and graduate programs (Table 13: Change "with full 4 year..." to "with full range of under graduate, graduate, and post graduate programs.")
7. Brazos River Park as a regional destination with water-based activities on the river and lakes; hike and bike trails; innovative, unique venues and activities
8. Variety of cultural art opportunities, programs and venues (Table 13: "...and venues that also serve as a regional destination.")
9. Public art throughout the city
10. Heritage Museum celebrating the history of Sugar Land (Table 8: Change to just "Museums" (Encourage more museums in general – not just Heritage)) (Table 11: "...preservation of historically significant building")
11. Performing Arts Center (large community and small venues) for theater, concerts and entertainment (Table 13: "...and that serves as a regional destination.")
12. Festivals for residents and region

Table 1: Add "Hold signature performing arts festival."

Table 1: Add "Visual arts center." (Museums)

Table 2: Add "City advances educational excellence through coordination and partnerships with educational institutions." (Agreed that this wording reflects the appropriate City role in public education)

Table 2: Add "Regional, family-oriented professional sports venue."

Table 12: Add "Major / minor prof / semi prof league sports team. Minor baseball team and complex stadium."

Table 5: Reviewed Principle H and had no changes.

Table 9: Reviewed Principle H and had no changes.

Table 10: Reviewed Principle H and had no changes.

Table 7: Round II – Combine Principles H & E (Destination Activity Centers): "Outstanding Cultural Arts, Educational, Recreational and Destination Opportunities"

PRINCIPLE I

REGIONAL BUSINESS CENTER OF EXCELLENCE

Table 8: Delete “Regional” in title (*Only focusing on regional comparisons may limit City from considering things of higher excellence*)

► Means

1. **Targeted national and international businesses: corporate finance, electronics manufacturing and assembly, energy, regional and national headquarters, bio and nano technology** (Table 7 : Add “Robust R&D”) (Table 9: Research centers – UH tie in) (Table 10: Add “including but not limited to” (*This list is too specific; allow flexibility*))
2. **State of the art, world class infrastructure and technology to support local businesses**
3. **World class corporate airport surrounded by appropriate business development** (Table 1: Change “World class” to “Superior.”) (Table 12: “limited commercial commuter” (a member does not agree or is apprehensive). (*Not all members agreed on the topic of allowing commercial commuter services at the airport*))
4. **Quality degree granting university with campus offering educational programs through the graduate level** (Table 13: “...and post graduate levels.”)
5. **Full service convention and conference center targeting the best second tier market**
6. **Major regional medical and health services serving the southwest area** (Table 9: “State of the art” – elder care (*Not nursing homes, but should target medical professionals focused on geriatric specialties*))
7. **Tract II and prison property/Newland (300 acres) developed as a major business parks** (Table 13: Define Newland / 300 acres as Class A office environment.)
8. **Quality jobs at or above the average income in the community**
9. **Multiple full service hotels for business travelers and visitors** (Table 2: Change to “High quality full and limited service hotels for business travelers and visitors.”) (Table 4: “...in properly zoned areas.”) (Table 9: Quality (*Full service hotels*)) (Table 12: “plus limited service.”)
10. **Unique, “upscale” retail with upgraded products**

Table 7: Add “Maintain a balanced industry.”

Table 8: Add “Include pharmaceutical companies and research development center.” (*Want to make SL more appealing to these types of communities*)

Table 9: “Target “green” companies and provide incentives.” (*Reward companies that build LEED and / or those that do clean and green business*)

Table 12: Add “Business friendly environment.”

Table 13: Add “Strong corporate presence with community spirit.”

Table 3: Reviewed Principle I and had no changes.

Table 5: Reviewed Principle I and had no changes.

Table 8: Round II – Combine Principles I & J (Balanced Development and Redevelopment) (*Focus on business development, bringing in revenue; more commercial is important*)

PRINCIPLE J

BALANCED DEVELOPMENT AND REDEVELOPMENT

► Means

1. **Upgrading or reusing older commercial areas and commercial strip centers**
2. **Preserving Sugar Land's historical assets** (Table 13: Add "...to include redevelopment of historic structures into creative uses and showcase city's history")
3. **New developments and redevelopments consistent with city vision, comprehensive plan, policies and standards** (Table 10: Add "...while being open to modifications of current city standards")
4. **High-quality and well-maintained housing stock throughout the city**
5. **Balanced land use within community (70% residential/no less than 30% commercial, retail, office)** (Table 6: Modify to "Balanced and sustainable land use within community" (remove 70/30 percentage) (No percentages – too restrictive; trust Council)) (Table 10: community or city) (Table 13: Change to 65% residential/ no less than 35% commercial)
6. **Well-designed, well-maintained city infrastructure throughout the city**
7. **Different reuses are appropriate for different locations** (Table 3: Change to "Redevelopment uses that are appropriate for different locations/ pro-active city policies to assist" (Consider each development in its context)) (Table 11: Omit)
8. **Architectural designs meeting city's design and development standards and adding value to the surrounding neighborhoods** (Table 1: Add "Innovative" architectural, Omit "and adding value to the surrounding neighborhoods") (Table 6: Modify to "... meet City's standards and encourage design modernization every few years (adapt to changing times)")
9. **Acceptance of new multi family housing occurring in certain planned developments consistent with the City's plans, policies and standards** (Table 7: Omit (No multi-family))
- 10 **Housing options for all stages of life**
 - Table 5: Add "Ability to write/establish new ord./codes or redevelopment"
 - Table 5: Add "Maintain/enforce codes on aging homes and businesses"
 - Table 5: Add " Establish/update redevelopment codes"

Table 9: Reviewed Principle J and had no changes.

Table 7: Round II – Combine Principles J & F (Great Neighborhoods)

Table 8: Round II – Combine Principles J & I (Regional Business Center of Excellence) (Focus on business development, bringing in revenue; more commercial is important)

PRINCIPLE K

COMMUNITY PRIDE IN SUGAR LAND

Table 12: Should be #1 (*The group thought this should be the highest priority principle*)

Table 1: Consolidate 5, 6, 7, and 8.

Table 10: Combine 4 & 10, Redundant

Table 11: Take out #5 and #6 and combine with #7, use “business and residents”

Table 11: Combine #8 and #9 (*Redundant*)

► Means

1. **City working in partnership with residents, community organizations and other government entities** (Table 11: Add “businesses.”)
2. **People want to live here, businesses want to invest here**
3. **Strong community events and celebrations bringing people together** (Table 11: Delete “strong,” add “well attended.”)
4. **Recognition as “a community of excellence”** (Table 10: What is this? (*Needs further explanation; e.g. how do we measure?*)) (Table 11: Add “national recognition.” (*National level comparison*))
5. **Citizens engaged in civic and community affairs** (Table 11: Delete “citizens,” add “residents.”)
6. **Residents volunteering to serve the community**
7. **Businesses and residents contributing to the Sugar Land community**
8. **Strong community organizations and institutions**
9. **Strong charitable organizations** (Table 1: “City partnering and leading with charitable organizations for the benefits of the citizens.”) (Table 6: Rephrase to “Strong cultural, ethnic and diverse charitable organizations.”)
- 10 **City leadership supporting, facilitating and being a catalyst for community pride** (Table 6: Rephrase to “City leadership supporting, investing, facilitating...” (*Add investing to show the City is doing something to promote pride; encourage ego*))

Table 7: Round II – Combine Principles K & C (Inclusive Community): “Community Pride and Involvement in Sugar Land” (*The group did not like the focus of Principle C on “celebrating differences” but wanted the focus to be on the celebrating the community as a whole*)

- Add: Continue accessible and responsible government
- Add: Developing and cultivating the next generation of Sugar Land residents

PRINCIPLE L

**FISCALLY RESPONSIBLE CITY
GOVERNMENT**

► **Means**

1. Lower tax rate than surrounding area/cities
2. Efficient and effective delivery of services
3. Fiscally responsible project management